



WXYZ

ORDER

Print Date 10/26/12 Page 1 of 3

Flight Dates **10/15/12-10/21/12**

Contract / Revision **303443 /**
Original Date / Revision
 06/29/12 10/23/12
Advertiser **The People Should Decide C**
Agency **Smart Media Group**
Buying Contact
814 King Street - Suite 400
Alexandria, VA 22314-3039

Product
DIBC2 Detroit Int Bridge Co 2012
Agency Com 15%
Billing Contact
814 King Street - Suite 400
Alexandria, VA 22314-3039
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **C15C21**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL ISS Ballot
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 37% Market Value 129324

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	17%	21985
WDWB	%	0
WJBK	29%	37504
WKBD	4%	5172
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	13%	16812

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	53	\$40,672.50	\$47,850.00	0.00	10/01/12	10/21/12	53	\$40,672.50	\$47,850.00
Totals	53	\$40,672.50	\$47,850.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WXYZ	10/15/12	10/21/12	M-F 9a-10a Live with Kelly	CM	9-10am M-F	1- 1- 1- -	:30	3	\$500.00	P-4	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	1- 1- 1- -	3		\$500.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	WXYZ	10/15/12-10/21/12		M-F 9a-10a	9-10am M-F		M- W- - F- - - -	:30	(\$500.00)	0.00	NM				
Unresolved [per tg....mt]															
N 2	WXYZ	10/15/12	10/21/12	M-F 10a-11a Doctors	CM	10-11am M-F	- 111- - -	:30	3	\$400.00	P-4	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	- 111- - -	3		\$400.00	0.00							



WXYZ

Print Date: 10/26/12

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Contract / Revision **303443** Flight Dates **10/15/12-10/21/12**

Hiatus Dates

Original Date / Revision 06/29/12/ 10/23/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **DIBC2 Detroit Int Bridge Co** Estimate # **C15C21**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WXYZ	10/15/12	10/21/12	M-F 10a-11a Doctors	CM	10-11am M-F	- 111 - - -	:30	3	\$400.00	P-4	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- 111 - - -					3	\$400.00		0.00			
N 3	WXYZ	10/15/12	10/21/12	M-F 11a-12n The View	CM	11am-12pm M-F	1 - - 11 - -	:30	3	\$750.00	P-4	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1 - - 11 - -					3	\$750.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WXYZ	10/15/12-10/21/12		M-F 11a-12n		11am-12pm M-F	M - - ThF - - - -	:30		(\$750.00)		0.00	NM		
Unresolved [higher rate PAC]															
N 4	WXYZ	10/15/12	10/21/12	12p Noon News 12n-1p	CM	12-1pm M-F	- 11 - - - -	:30	2	\$500.00	P-4	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- 11 - - - -					2	\$500.00		0.00			
N 6	WXYZ	10/15/12	10/21/12	430 AM News 7 Action News This Morni	CM	430a-5a	1 - 1 - 1 - -	:30	3	\$150.00	P-4	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1 - 1 - 1 - -					3	\$150.00		0.00			
N 7	WXYZ	10/15/12	10/21/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111 - -	:30	5	\$400.00	P-4	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111 - -					5	\$400.00		0.00			
N 8	WXYZ	10/15/12	10/21/12	GMA M-F 7-9am GMA	CM	7-9am M-F	11111 - -	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111 - -					5	\$900.00		0.00			
N 9	WXYZ	10/15/12	10/21/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	- - - - - 1 -	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - - - - 1 -					1	\$250.00		0.00			
N 10	WXYZ	10/15/12	10/21/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	- - - - - 1 -	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - - - - 1 -					1	\$350.00		0.00			
N 11	WXYZ	10/15/12	10/21/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	- - - - - 1 -	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - - - - 1 -					1	\$350.00		0.00			
N 12	WXYZ	10/15/12	10/21/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	- - - - - 1	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - - - - 1					1	\$350.00		0.00			
N 13	WXYZ	10/15/12	10/21/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	- - - - - 1	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - - - - 1					1	\$350.00		0.00			
N 15	WXYZ	10/15/12	10/21/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111 - -	:30	5	\$1,000.00	P-4	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Contract / Revision

303443

Flight Dates **10/15/12-10/21/12**

Hiatus Dates

Original Date / Revision 06/29/12/ 10/23/12

Order Sep 00:20:00

<u>Advertiser</u>	<u>Product</u>	<u>Estimate #</u>
The People Should Decide	DIBC2 Detroit Int Bridge Co	C15C21

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WXYZ	10/15/12	10/21/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$1,000.00	P-4	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	11111--	5		\$1,000.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WXYZ	10/15/12-10/21/12		5p News		5-6pm M-F		MTWThF----	:30	(\$1,000.00)		0.00	NM		
Unresolved [pertg....mt]															
N 16	WXYZ	10/15/12	10/21/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$1,200.00	P-4	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	11111--	5		\$1,200.00	0.00							
N 17	WXYZ	10/15/12	10/21/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	11111--	5		\$1,200.00	0.00							
N 18	WXYZ	10/15/12	10/21/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----1	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	-----1	1		\$750.00	0.00							
N 19	WXYZ	10/15/12	10/21/12	SA 1130p-1230a Greys Anatomy	CM	1130pm-1230am	-----1-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	-----1-	1		\$250.00	0.00							
N 20	WXYZ	10/15/12	10/21/12	Sports Update 1130-12n Sports Epdte	CM	1130pm-12am	-----1	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	-----1	1		\$550.00	0.00							
N 21	WXYZ	10/15/12	10/21/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	1--1--1	:30	3	\$2,000.00	P-4	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	1--1--1	3		\$2,000.00	0.00							
N 22	WXYZ	10/15/12	10/21/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	11111--	:30	5	\$750.00	P-4	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	11111--	5		\$750.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WXYZ	10/15/12-10/21/12		M-F 1135p-1205a		1135pm-1205am		MTWThF----	:30	(\$750.00)		0.00	NM		
Unresolved [oversold...ck]															
N 24	WXYZ	10/15/12	10/21/12	Monday Prime C Castle	CM	10-11pm Monday	1-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	1-----	1		\$5,000.00	0.00							
N 25	WXYZ	10/15/12	10/21/12	Sunday Prime A AFHV	CM	7-8pm Sunday	-----1	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	-----1	1		\$3,000.00	0.00							
Totals														53	\$47,850.00